

Translation

PATENT COOPERATION TREATY

PCT

INTERNATIONAL PRELIMINARY EXAMINATION REPORT

(PCT Article 36 and Rule 70)

Rec'd PCT/PTO 21 OCT 2004

PCT/EP2003/003162



Applicant's or agent's file reference 1 851 PCT	<b>FOR FURTHER ACTION</b> See Notification of Transmittal of International Preliminary Examination Report (Form PCT/IPEA/416)	
International application No. PCT/EP2003/003162	International filing date (day/month/year) 27 March 2003 (27.03.2003)	Priority date (day/month/year) 23 April 2002 (23.04.2002)
International Patent Classification (IPC) or national classification and IPC G09F 27/00		
Applicant SMART POINT MEDIA AG		

1. This international preliminary examination report has been prepared by this International Preliminary Examining Authority and is transmitted to the applicant according to Article 36.

2. This REPORT consists of a total of 4 sheets, including this cover sheet.

☒ This report is also accompanied by ANNEXES, i.e., sheets of the description, claims and/or drawings which have been amended and are the basis for this report and/or sheets containing rectifications made before this Authority (see Rule 70.16 and Section 607 of the Administrative Instructions under the PCT).

These annexes consist of a total of 1 sheets.

3. This report contains indications relating to the following items:

- I ☒ Basis of the report
- II ☐ Priority
- III ☐ Non-establishment of opinion with regard to novelty, inventive step and industrial applicability
- IV ☐ Lack of unity of invention
- V ☒ Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement
- VI ☐ Certain documents cited
- VII ☐ Certain defects in the international application
- VIII ☐ Certain observations on the international application

Date of submission of the demand 22 September 2003 (22.09.2003)	Date of completion of this report 25 May 2004 (25.05.2004)
Name and mailing address of the IPEA/EP	Authorized officer
Facsimile No.	Telephone No.

## INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.

PCT/EP2003/003162

## I. Basis of the report

## 1. With regard to the elements of the international application:\*

- ☒ the international application as originally filed
- ☒ the description:  
pages \_\_\_\_\_ 1-8 \_\_\_\_\_, as originally filed  
pages \_\_\_\_\_, filed with the demand  
pages \_\_\_\_\_ 2a \_\_\_\_\_, filed with the letter of 22 September 2003 (22.09.2003)
- ☒ the claims:  
pages \_\_\_\_\_ 1-16 \_\_\_\_\_, as originally filed  
pages \_\_\_\_\_, as amended (together with any statement under Article 19  
pages \_\_\_\_\_, filed with the demand  
pages \_\_\_\_\_, filed with the letter of \_\_\_\_\_
- ☒ the drawings:  
pages \_\_\_\_\_ 1/2-2/2 \_\_\_\_\_, as originally filed  
pages \_\_\_\_\_, filed with the demand  
pages \_\_\_\_\_, filed with the letter of \_\_\_\_\_
- ☐ the sequence listing part of the description:  
pages \_\_\_\_\_, as originally filed  
pages \_\_\_\_\_, filed with the demand  
pages \_\_\_\_\_, filed with the letter of \_\_\_\_\_

2. With regard to the language, all the elements marked above were available or furnished to this Authority in the language in which the international application was filed, unless otherwise indicated under this item.  
These elements were available or furnished to this Authority in the following language \_\_\_\_\_ which is:

- ☐ the language of a translation furnished for the purposes of international search (under Rule 23.1(b)).
- ☐ the language of publication of the international application (under Rule 48.3(b)).
- ☐ the language of the translation furnished for the purposes of international preliminary examination (under Rule 55.2 and/or 55.3).

## 3. With regard to any nucleotide and/or amino acid sequence disclosed in the international application, the international preliminary examination was carried out on the basis of the sequence listing:

- ☐ contained in the international application in written form.
- ☐ filed together with the international application in computer readable form.
- ☐ furnished subsequently to this Authority in written form.
- ☐ furnished subsequently to this Authority in computer readable form.
- ☐ The statement that the subsequently furnished written sequence listing does not go beyond the disclosure in the international application as filed has been furnished.
- ☐ The statement that the information recorded in computer readable form is identical to the written sequence listing has been furnished.

4. ☐ The amendments have resulted in the cancellation of:

- ☐ the description, pages \_\_\_\_\_
- ☐ the claims, Nos. \_\_\_\_\_
- ☐ the drawings, sheets/fig \_\_\_\_\_

5. ☐ This report has been established as if (some of) the amendments had not been made, since they have been considered to go beyond the disclosure as filed, as indicated in the Supplemental Box (Rule 70.2(c)).\*\*

\* Replacement sheets which have been furnished to the receiving Office in response to an invitation under Article 14 are referred to in this report as "originally filed" and are not annexed to this report since they do not contain amendments (Rule 70.16 and 70.17).

\*\* Any replacement sheet containing such amendments must be referred to under item 1 and annexed to this report.

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## V. Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

### 1. Statement

Novelty (N)	Claims	1	YES
	Claims		NO
Inventive step (IS)	Claims	1	YES
	Claims		NO
Industrial applicability (IA)	Claims	1	YES
	Claims		NO

### 2. Citations and explanations

The invention relates to a system for utilising information carriers in, for example, shopping centres where shopping trolleys are made available to the visitors. The aim of the invention is to provide a system for utilising information carriers which, via such an information carrier, addresses each member of the public as an individual. This avoids the problem of the same person being repeatedly shown the same image.

#### Claim 1

The problem is solved in that a plurality of information carriers is distributed across the surface of the commercial area and that the information carriers can be controlled by sensors which emit a characteristic signal for each specific shopping trolley.

US-A-2002/005775 describes a customer information unit in which the customer enters the products he wishes to purchase using an input unit on the shopping trolley, and the customer guiding unit informs the customer of the location of the products. DE-A-199 35 537 describes the transmission of advertisements via a display unit mounted on the shopping trolley, and document DE-A-100 28 980 also

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describes a customer guiding unit in the form of a display mounted on the shopping trolley. However, none of the above documents mentions a system in which the information system can be controlled by sensors which emit a signal characteristic for each specific shopping trolley.

## UNITED STATES PATENT AND TRADEMARK OFFICE

ANNEX U.S. 111

## VERIFICATION OF A TRANSLATION

5 I, the below-named translator, hereby declare that:

My name and post-office address are stated below:

That I am knowledgeable in the English language and in the language in which the below-identified application was filed, and that I believe the English translation of application Serial N° WO 03/091974,

10 **SYSTEM FOR UTILIZING INFORMATION CARRIERS IN COMMERCIALY USED FACILITIES**

filed in the German language, is a true and completed translation of the above-identified application as filed.

I hereby declare that all statements made herein of my own knowledge are true and that all  
15 statements made on the information and beliefs are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any registration resulting therefrom.

20 Date: 23 September 2004

Full name of the translator: Harold William Vadney III

Signature of the translator:



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